



HEALTHMILES

MEMBER PROFILE

Sarah Hamm

A serious case of “fitness fatigue”

26-year-old Sarah Hamm was suffering from a serious case of “fitness fatigue.” She had been trying to lose weight for four months by participating in the typical weight loss support groups and exercise programs but in her words “I just grew bored with them and wanted something else.”

Rewards – the cure for “workout burnout”

In April 2006, Sarah got what she had been asking for. Her employer, the Hospital Corporation of America (HCA), began offering its employees Virgin HealthMiles.

HealthMiles is a first-of-its-kind Health Rewards Program that motivates and incentivizes members to take control of their health, make better choices, engage in the process of getting and staying healthier, and become part of the “prevention solution.” Studies have shown that preventable conditions and diseases, like obesity, heart disease and diabetes, result in higher healthcare costs for everyone.

Similar in concept to “frequent flyer programs,” HealthMiles members earn HealthMiles or points, except, instead of miles traveled on a plane, they earn HealthMiles for living healthy lives. HealthMiles are awarded for exercising, tracking results, and improving key body metrics, such as blood pressure and weight. These HealthMiles convert to HealthCash, which can be redeemed for products from leading U.S. retailers.

10,000 steps a day to a new digital camera

The first HealthMiles tool that Sarah took advantage of was the GoZone pedometer, which allowed her to track the number of steps she took, the distance she covered, calories she burned, and the length of activity.

She set a goal of 10,000 steps a day and found easy ways to fit them into her daily routine, such as taking the stairs instead of the elevator and parking a little farther away from store entrances. If she hadn’t reached 10,000 steps by the end of the day, she would go out walking around her neighborhood with her husband. “He wasn’t trying to lose weight,” said Sarah. “But he sat at his desk all day and knew that he needed the activity too.”



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In addition to walking, Sarah worked out at her local health club four times a week, using the elliptical machine, bike, treadmill, and weights.

All of the data from Sarah's GoZone was uploaded to her personalized, password-protected LifeZone website. Sarah used the LifeZone to track her progress over time, log her exercise routines and view her accumulated Miles.

Slimming down and pumping up

Four months later Sarah looks and feels great. She has lost weight, built muscle and is showing off her strong, sexy shape with a new wardrobe.

"I can tell by my clothes that I'm losing inches," said Sarah. "I've gone down one whole clothing size since I started the program. My husband says that he can see the difference too."

And the benefits extend beyond the physical. "I feel in shape and good about myself. I have more energy. I work better. I sleep better. I'm even getting more done around the house."

Sarah's Stats:

- 26 years old
- Married
- Slimmed down one dress size
- Building muscle
- Walks 10,000 steps a day
- More energy
- Sleeping better
- Working better
- Strong, sexy shape

Moving forward, Sarah believes that HealthMiles will keep her motivated to live a healthier life. "HealthMiles has helped me keep up with my exercise," said Sarah. "I used to say 'I need to do this, I need to do that' and now I'm actually doing it! I am happy where I am right now and want to maintain it."

